

This listing of claims will replace all prior versions and listings of claims in the application.

**Listing of Claims:**

Cancel claims 1 - 44.

Please add the following new claims:

45. (New) A method for locating the direction between a user's site to a predetermined geographical site by means of a cellular telephone having means for determining its direction towards the north and/or the sun and/or the moon for coordinating itself in the globe; said method comprising the following steps;

- a. determining the direction and/or position of said telephone towards the north and/or the sun, and/or the moon;
- b. calculating the location of the predetermined geographical site;
- c. calculating the direction of said site from the said determined location of said telephone; and,
- d. presenting said calculated direction on the telephone's screen.

46. (New) The method according to claim 45, further comprising at least one of the following steps;

- a. determining a first direction and/or position of the cellular telephone by means of receiving communication signs from a plurality of communication transducers and so calculating said first location of said telephone;
- b. transferring said telephone for a predetermined distance in certain direction;

- c. determining a second direction and/or position of the cellular telephone by means of receiving communication signs from a plurality of communication transducers and so calculating said second location of said telephone;
- d. calculating the location of said desired site;
- e. calculating the direction of said desired site from the said second determined location of said telephone; and,
- f. presenting said calculated direction on the telephone's screen.

47. (New) The method according to claim 46, wherein the communication transducers are selected from means for cellular communication network, selected from a plurality of communication satellites and or communication transceivers and/or transducers providing the cellular communication.

48. (New) The method according to claim 45, wherein the cellular telephone is selected from cellular telephones, satellite telephone, wireless telephone, beeper, palm pilot, MIRS, VPN and/or any personal computer having means for such a phone communication.

49. (New) The method according to claim 45, wherein the step of presenting of the calculated direction is provided by presenting visually written or graphically drawn notes, signs, arrows, texts and/or hearing voice messages comprising direction instructions.

50. (New) The method according to claim 49 wherein the presenting of the calculated direction is provided by means of a plurality of arrows or equal directing means, projected with or above relevant maps, photos or drawn layer.

51. (New) The method according to claim 45, additionally comprising presenting indications characterizing the desired site.

52. (New) The method according to claim 51, wherein the indications are selected from text, draws, animation, sounds, pictures or video referring the desired location or the way or the distance between the user's site towards said desired location.

53. (New) The cellular telephone according to claim 51, comprising;

- a. antenna adapted to receive communication signs from a plurality of communication transducers;
- b. transmitter having means to emit signs and thus to communicate with said transducers;
- c. a microprocessor suitable for processing said detect signs and to calculate the desired location;
- d. a screen suitable for projecting said calculated location.

54. (New) The cellular telephone according to claim 51, additionally comprising means for determining the self-direction and/or location of said telephone, selected from a magnetic compass, a clinometer, sextant, sundial, theodolite, at least one gyro and/or a GPS.

55. (New) A method for locating the direction between a user's site to a predetermined geographical site by means of a cellular telephone having means for displaying said direction towards the north and/or the sun and/or the moon and said predetermined geographical site; said method comprising the following steps;

- a. determining the coordination of the user cellular telephone on the globe;
- b. calculating the location of the predetermined geographical site on the globe;

- c. calculating the direction of said site from the said determined location of said telephone; and
- d. positioning said telephone towards the north and/or the sun and/or the moon by an auxiliary means; and,
- e. presenting said calculated direction on the telephone's screen.

56. (New) The method according to claim 55, wherein the calculations are adapted to calculate a first coordinate; a second coordinate and the angle  $\theta$  between said two coordinates; wherein said first coordinate is between the user's current site and the calculated North pole and/or the sun, and/or the moon; wherein said second coordinate is between said user's current site and the predetermined geographical site.

57. (New) The method according to claim 56, comprising the step of presentation of said  $\theta$  angle.

58. (New) The method according to claim 56; wherein a presentation comprising the calculated north and/or south pole and/or the direction of the sun and/or the direction of the moon, the predetermined geographical site and said  $\theta$  angle is obtained; so the  $\theta$  angle which is presented is in coordination to the sun and/or the moon.

59. (New) The method according to claim 55, wherein the calculations are made by a means of a processor in communication with said cellular telephone, or by a means of a processor integrated in the cellular telephone.

60. (New) The method according to claim 55, comprising the step of sending a presentation selected from an illustration, animation or an SMS from a remote site to the user's cellular telephone; said presentation, comprising indication of calculated north and the desired predetermined geographical site.

61. (New) The method according to claim 55, wherein the indication of the desired predetermined geographical site is provided by either a delivering SMS message, drawing arrows, indicating the calculated teta degree, displaying a text or any combination thereof.

62. (New) The method according to claim 55, wherein the auxiliary means is selected from integrated or non-integrated compass, GPS or any other means adapted to display the north or the magnetic north.

63. (New) A method of doing business by either tenanting or selling means for locating the direction between a user's site to a predetermined geographical site by means of a cellular telephone to an advertiser, so said advertiser's predetermined location is essentially listed in the menu of the cellular telephone, in the manner users are being exposed to both said advertisers ability to sale its products and/or services; and/or to said advertiser's nearest sites.

64. (New) The method according to claim 63, comprising the step of enlisting at least one advertiser's predetermined parameters, selected from its location or at least one other commercial properties in the menu of the cellular telephone.

65. (New) The method according to claim 63, comprising the step of displaying or playing at least one advertisement selected from the advertiser's trademarks, logos, music or sounds to be connected by the user with said advertiser; to its products and/or services and/or to said advertiser's nearest sites.